

Chapter 2. Information gathering and analysis

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This chapter establishes an information base that allows us to analyze and understand the conditions, the challenges and the opportunities of Walker's Point and to make later recommendations. It continues the theme of noteworthy buildings and organizations, describes the population and economy of Walker's Point, and information acquired directly from participants in this plan.

2.1 Economy: Diversity of businesses

XYZ Possible business directory coming from Walker's Point Association.

Although plans often focus on real estate and buildings, the businesses in those buildings are at least as important because they are the driving force for investment in those buildings. This section offers a window into the economy of Walker's Point.

Existing warehouses and loft buildings house many small businesses, some of which are focused on the maker movement. According to Wikipedia, "Typical interests enjoyed by the maker [movement or] culture include engineering-oriented pursuits such as electronics, robotics, 3-D printing, and the use of [computer numerical control or] CNC tools, as well as more traditional activities such as metalworking, woodworking, and traditional arts and crafts. The subculture stresses new and unique applications of technologies, and encourages invention and prototyping. There is a strong focus on using and learning practical skills and applying them creatively."

Based on an informal survey of existing, local businesses, older buildings in the area north of National Avenue house many artist studios, artisan food producers,

craftspeople, marketing, advertising and web designers, and other creative businesses. 133 W. Pittsburgh St. and 228 S. 1st St. alone house over 30 small, creative businesses. These 2 buildings are representative of buildings that have not been renovated; the rent structure is between \$6.00 to \$8.00/SF Gross. Most of these lower priced work spaces have little to no amenities and tenant improvements are typically paid directly by the tenant.

New construction or newly renovated multi-tenant office buildings such as 234 W. Florida St., 166 S. 1st St. and the office space at South Waterworks are attracting businesses focused on IT, software development, advertising and marketing. A good example of that trend is the recently announced lease of PKWare, a Data Security Software company, that is relocating from the Third Ward to 201 E. Pittsburgh Ave. as well as the purchase of a building at 117 W. Pittsburgh Ave. by Stamm Media and Stamm Technology.

The Global Water Center at 247 W. Freshwater Way was recently redeveloped to focus on water related businesses. The building currently is fully leased to small businesses, research institutions and research components of large corporate companies.

2.2 Economy: Housing

Prior to the year 2000, residents mostly lived in single family and duplex houses, with a smattering of apartments and townhouses. Housing was concentrated in three traditional neighborhoods: the central Walker's Point neighborhood between W. National Ave. and W. Scott St. on both sides of S. 3rd and 4th Sts.; a small neighborhood to the northwest centered on W. Pierce and S. 8th St.; and the neighborhood extending south from Rockwell, including E. Greenfield Ave. and extending south to W. Burnham Ave. between I-43 / I-94 on the west and S. 1st St. on the east, sometimes referred to as the Clocktower neighborhood. Styles of the homes in these areas vary widely from historical mansions to wooden cottages. The Clocktower neighborhood has many classic Polish flats, a type of small wood frame house that has been raised above a lower garden unit. In general the homes on W. Pierce and W. Bruce Sts. show more signs of disinvestment and have a relatively low economic value. The other two neighborhoods have moderate value on average and are in stable condition.

In 2000, the wave of redevelopment crossed the Milwaukee River from the Third Ward and moved south into Walker's Point. Over 250 condominiums were built, primarily along the river. Between 2000 and 2014, 290 units of affordable and 370 market rate apartments were completed. The apartments and condos have attracted a significant amount of empty nesters and young professionals adding to the energy and "vibe" of

Walker's Point. Of the 910 units, about one-third are new construction while two-thirds are in renovated warehouse buildings.

2.3. Economy: Recent developments

Possibly the most striking thing that one notices about Walker's Point is all the new and rehabbed developments.

The Point On The River, a 12-story mixed-use condominium building, was described in Ch. 1.

The \$7 million Clock Shadow building at 538 S. 2nd St. set a new benchmark for sustainable development when it was developed by Fix Development LLC. and designed by Continuum Architects + Planners. The Milwaukee Journal Sentinel heralded it at:

<http://www.jsonline.com/blogs/entertainment/141926013.html>

The Vetter Denk building, home to the architecture firm of the same name, at 161 S. 1st. St., is arguably one of the most elegantly articulated works of new architecture in the area, according to the same article. It was completed in 2008.

Across the street at 141 S. 1st St., Castings Point is a new three-story commercial building on a triangular site that includes underground parking. This building serves as a gateway to Walker's Point for those entering from the north. It is also one of Milwaukee's boldest modern statements featuring a steel stud exterior with metal wall panel and fiber cement board cladding.

The one-story building at 540 S. 1st St. was rehabilitated by Independence First, an agency that provides 20 different programs for persons with disabilities.

The Iron Horse Hotel at 500 W. Florida St. is Milwaukee's #1 rated hotel on the Trip Advisor website. It opened in 2008, during the depths of the Great Recession, in a 1907 loft building.

Across S. 6th St. from the hotel at 700 W. Virginia is The Tannery, a commercial campus consisting of seven historic buildings -- dating back to the late 1800s --- situated on 15-acres.

South Water Works is a mixed-use project on E. Pittsburgh Ave. It includes: the Next Act Theatre at 255 S. Water St. features a 150-seat theater, offices and rehearsal

space; and 107 residential units in two buildings with a third building currently being rehabilitated. The first phase was completed in May 2009, when the 55-unit Bridgeview Apartments opened at 235 E. Pittsburgh Ave. A building at 201 E. Pittsburgh Ave. also is being renovated for commercial use.

Many storefronts have been rehabilitated or opened in rehabbed buildings. A few notable ones include: Screaming Tuna, MyYoMy, C.1880, Zak's Café, The Noble, Braise, Blue Jacket, AP Bar and Kitchen, Black Sheep and Rumor. (BizTimes, Oct 14, 2013)

Other relatively new or newly adaptively re-used residential buildings include:

The Waterfront Condominiums, 64 units, at 130 S. Water St.

Water Street Loft Condominiums, 200 and 210 S. Water St.

Teweles Seed Tower, 115 units, 222 S. 3rd St.

Historic Fifth Ward Lofts, 133 W Oregon St.

The former JH Collectibles building at 710 S. 3rd St. was redeveloped into the 50-unit Junior House Lofts apartment building by HKS Holdings. The building opened in July, 2013.

The infrastructure is in place at the Reed Street Yards Global Water Technology Park. See Ch. 5 for a summary of this bold initiative. <http://www.watertechnologypark.com/>

Overall, from Jan 1, 2011 to March 24, 2014, the study area saw approximately \$24 million of construction activity ranging from routine alterations of a minimum of \$10,000 to projects over \$5 million at the Junior House Lofts and the Global Water Center.

2.4 Developments on the drawing board

In August, 2014, work will begin on the Florida Lofts project. The \$20 million project by Hovde Properties, LLC, will convert a 106-year-old, seven-story former Coakley warehouse, just east of the Iron Horse Hotel, into 98 market-rate apartments and 17,000 square feet of commercial space. In addition, a parking structure will be built between the Iron Horse Hotel and Florida Lofts to provide public parking and a rooftop public plaza. In the future, a skywalk could be built from the structure over the railroad tracks to the north to better connect Walker's Point to the Reed Street Yards. A recently approved amendment to the Reed Street Yards Tax Incremental District will provide funding for the parking structure, streetscaping and a bikeshare station at this location.



As an indication of how dynamic Walker's Point is, Fig. ___ depicts a number of buildings that were for sale in late 2013 when the information was obtained.

Fig. __ Properties for sale

**Walker's Point Industrial Space - Partial List
Currently For Sale:**

112 S. SECOND ST.
NORTH SECTION -
LINDSAY BUILDING



505-507 S. FIFTH ST.



126 S. SECOND ST.
LINDSAY BROTHERS
BUILDINGS



507 S. SECOND ST.



115 S. SECOND ST.



644 S. FIFTH ST.



160 S. SECOND ST.
WALSH BUILDING



1100 S. BARCLAY ST.



169-171 S. SECOND ST.



1212 S. FIRST ST.



420 S. FIRST ST.



2.5 Map data collection

Figure __ is a map of the Walker's Point Study Area and environs showing conditions related to susceptibility to change. It's a very complex map combining a number of databases at the parcel level. Some observations based on this map are:

The City owns no non-residential property and only a handful of residential and vacant properties in the study area due to foreclosures. This situation contrasts sharply to many older Milwaukee neighborhoods. The property at the southeast corner of 5th St. and National Ave. has been reclaimed from foreclosure since this map was created.

Some of the larger privately owned vacant parcels, such as the Reed Street Yard Global Water Technology Park (labeled "Freshwater" in the northern part of the map) are active redevelopment areas.

A number of vacant buildings are clustered in the 5th and 6th Streets and National Ave. neighborhood, 2nd St. north of Oregon St., E. Florida St., and in the heavily industrialized area around 1st St. between National Ave. and Greenfield Ave.

The district is surrounded by the Burnham Canal and Milwaukee River on the north and east. The study area has no large parks so even small green space acquire importance.

Fig. __ Walkers Point Land Use Overview

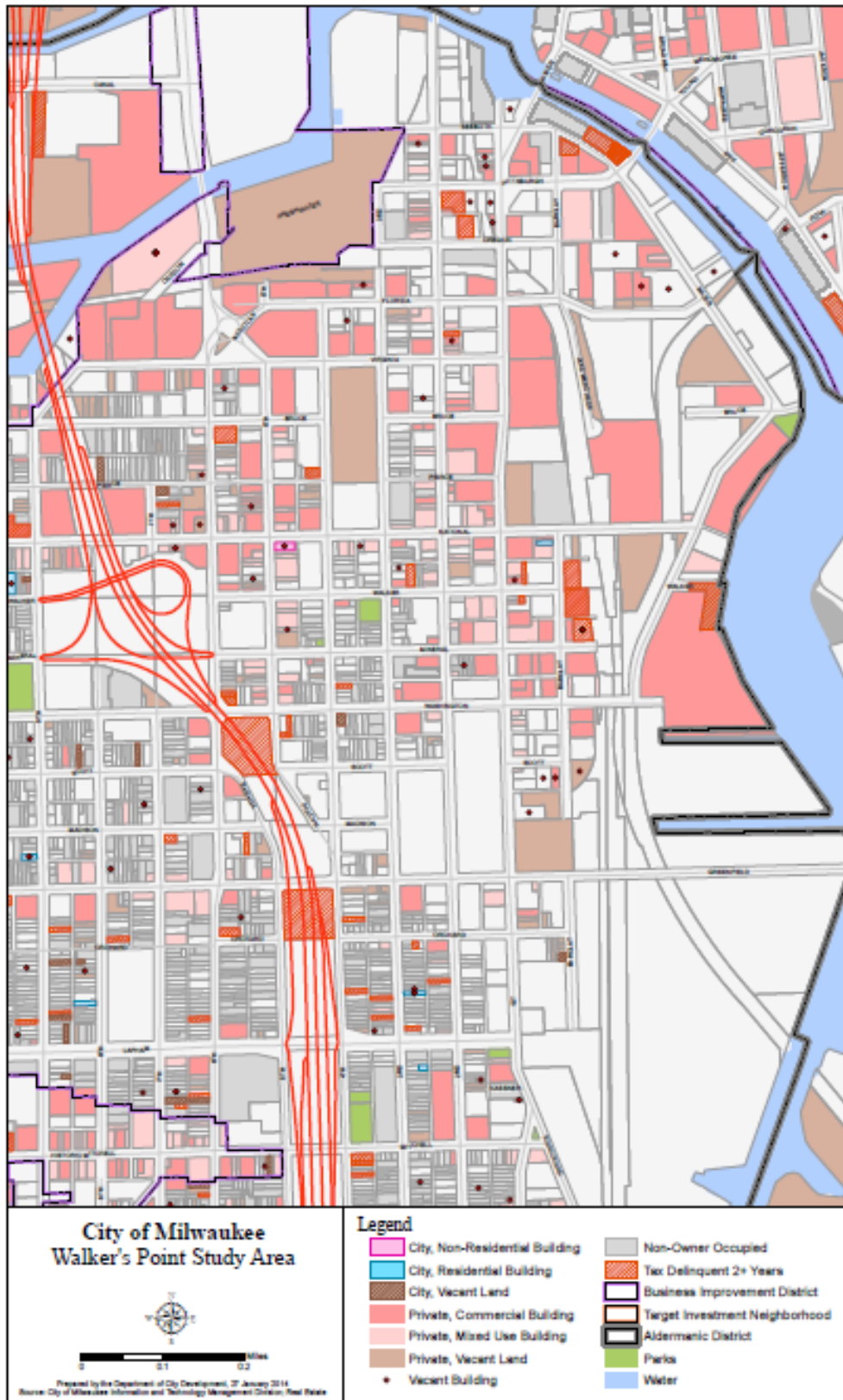
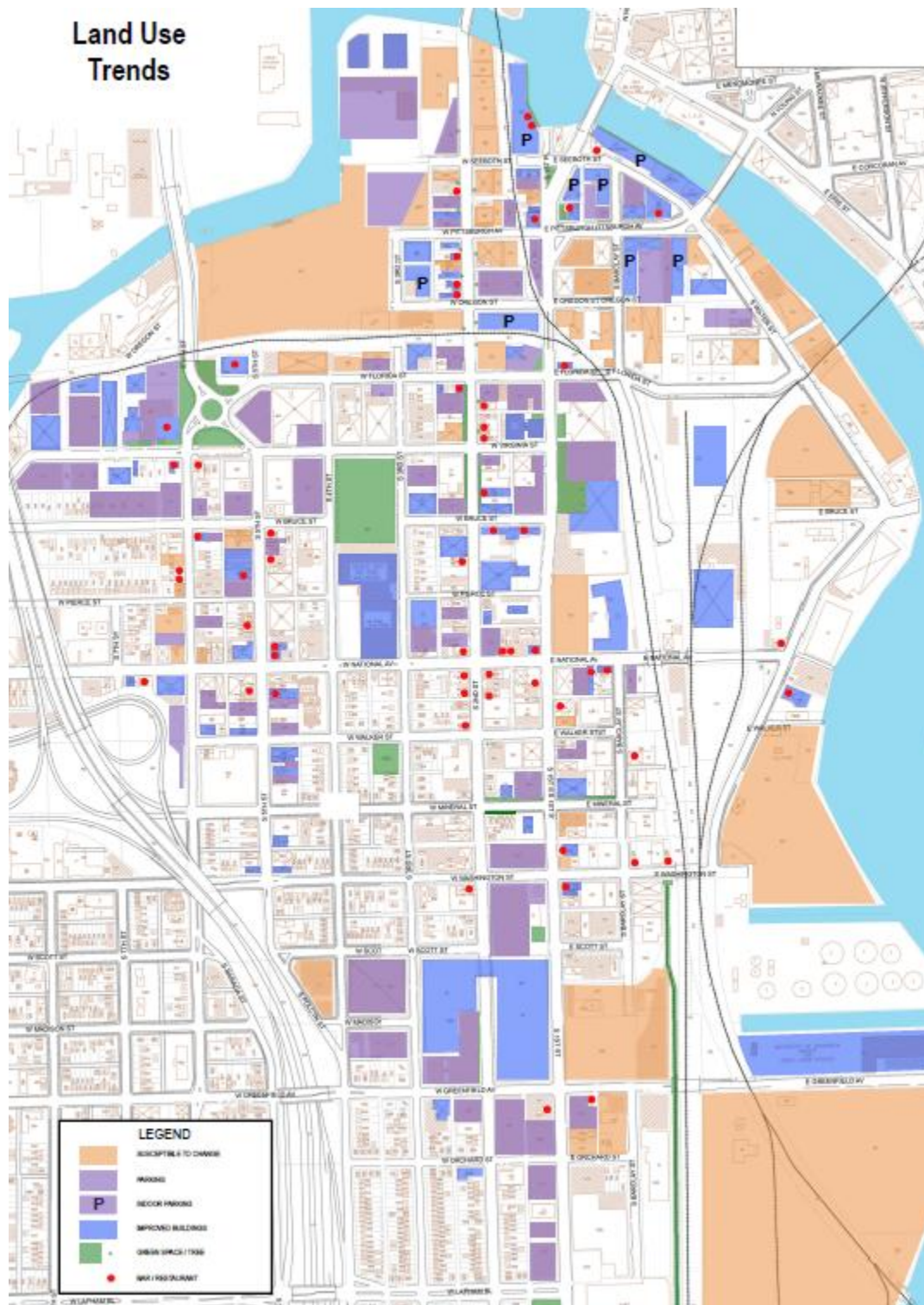


Fig. __ is a map titled "Land Use Trends." The base map shows the standard City of Milwaukee land use map symbols plus such details as curb cuts and sidewalks. Based on field investigation and extensive photography, the map was color coded for: parking; properties that have experienced major reinvestments; properties that were thought to be susceptible to change based on condition, occupancy, and anecdotes; and bars and restaurants.

Fig. __ Land Use Trends



"Susceptible to change" is a concept used to emphasize opportunities to improve an area. Properties that are vacant, underutilized, or have seen very little investment for a

long time reach the end of their current use. Planning can inform decisions regarding future uses and investments in these properties. Conversely, parcels that are serving a productive purpose don't tend to need much attention. Susceptible to change is not an official designation. It's just a way of identifying areas in a plan that deserve some attention.

A discussion and map of existing National Historic Districts is included in Ch. 4.

Current conditions for green space and transportation are shown on the same maps as recommendations for those topics in Ch. 4.

2.6 Population

A few technical notes: Analyzing the population of Walker's Point using U.S. Census data is difficult because the U.S. Census tracts don't align well with the study area boundary. Figures for all racial groups in this analysis include only "Non-Hispanics." And Hispanic figures are for persons of any race. As a result, adding all races (of Non-Hispanics) and Hispanics results in 100% of the population. All census classifications for race and ethnicities are capitalized in this report. "Black" and "African-American" are synonymous.

Walker's Point has a heterogeneous population and population trends (consisting of dissimilar or diverse constituents). The northern part of Walker's Point, north of Florida St. is part of census tract 1874. The population of this tract, which includes the Third Ward across the Milwaukee River, more than quadrupled -- an increase of an amazing 367% -- since 2000, from 501 to 2341 persons. A quick look at housing in the tract suggests that about 36% of the housing in the tract is in Walker's Point. Assuming population proportional to housing, Tract 1874's population in Walker's Point is 843. The population of the entire tract is 87% White, 5% Black, 3% Hispanic, 3% Asian and 2% other categories.

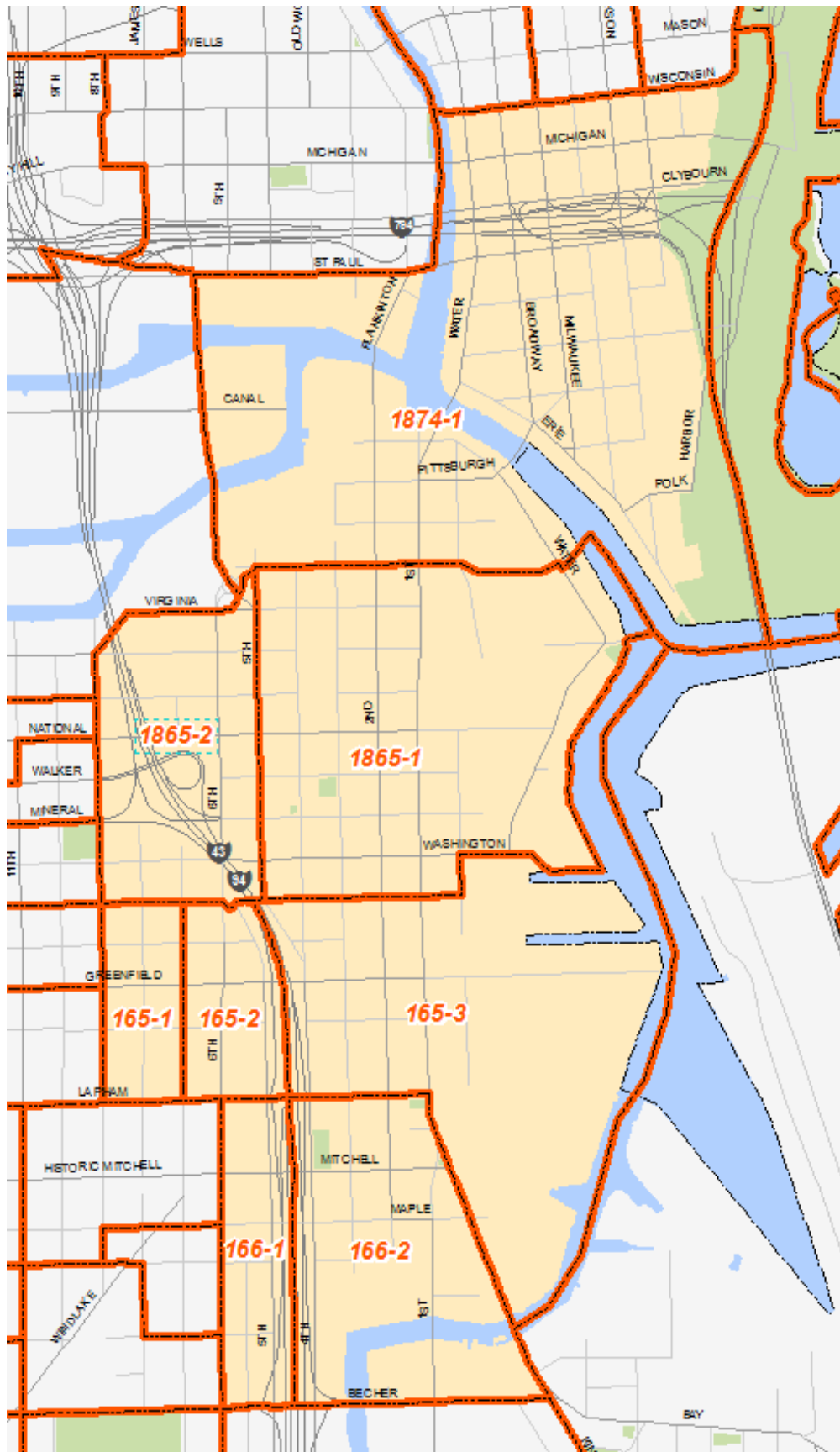
The next tract moving south, Tract 1865, extends southward from Florida St. to Scott St. It has a population of 1667 and lost 20% of its population since 2000. Two Census-defined block groups compose the tract, 1865-1 (east of S. 5th St.) and 1865-2 (west of S. 5th St. to 9th St.) Block group 1865-2 is 45% Hispanic, 43% White, 6% Black, and 6% other. Block group 1865-2 lies partially outside the Walker's Point Study area. The population was not adjusted for this fact. Its population is 72% Hispanic, 16% white, 8% Black and 4% other categories.

Continuing south from W. Scott St. to W. Lapham Blvd., Tract 165-block group 3 lies entirely within the study area and has a population of 867 that is 66% Hispanic, 17% White, 11% Black, 3% Multiracial, and 3% other. The overall tract population was stable with less than a -3% population loss.

The southern-most tract is 166. The only part of block group number 2 that lies outside the study area is non-residential. It extends from Lapham Blvd. south to Becher St. Its population of 1095 is 54% Hispanic, 27% White, 16% Black, and 3% other categories. The overall tract declined slightly at negative 5%.

Based on this analysis, Walker's Point has no statistical racial or ethnic majority, with 48% of the population being Hispanic, 38% White, 16% Black, and 4% other categories. However, members of racial and ethnic categories are not distributed evenly throughout the Walker's Point study area. In general, the area north of Florida St. has a large White majority. Western and southern tracts have a large Hispanic majority. The largest concentration of Blacks is in the southernmost district. Other racial groups are represented in Walker's Point, but in numbers small enough to be included in the "Other" category.

Fig. __ Census tracts for Walker's Point and environs



Census Tract	Census Block Group	Total Population	Hispanic or Latino	White Non-Hispanic	Black Non-Hispanic	American Indian Non-Hispanic	Asian Non-Hispanic	Other Non-Hispanic	Multiracial Non-Hispanic	Minority Population
1874	1	843	3%	87%	5%	0%	3%	0%	1%	13%
1865	1	879	45%	43%	6%	1%	1%	0%	2%	57%
1865	2	788	72%	16%	8%	1%	1%	0%	2%	84%
165	3	687	66%	17%	11%	1%	1%	0%	3%	83%
166	2	1,095	54%	27%	16%	1%	0%	0%	2%	73%
Total		4,292	48%	38%	10%	1%	1%	0%	2%	62%

XYZ -- Add American Community Survey for HH, Income, transport, etc.

2.7 Previous Plans and Zoning

South Side Comprehensive Area Plan

This Plan builds on the Near South Side Comprehensive Area Plan ("Area Plan"), which was adopted by the City of Milwaukee Common Council as part of the City's Comprehensive Plan on May 27, 2009 under Wis. Stats. 66.1001. The Comprehensive Plan is still relevant and in force. Where this Plan finds instances where the Area Plan can be improved, updated, or refined, this Plan will make recommendations regarding specific changes. Otherwise, the Area Plan is still relevant.

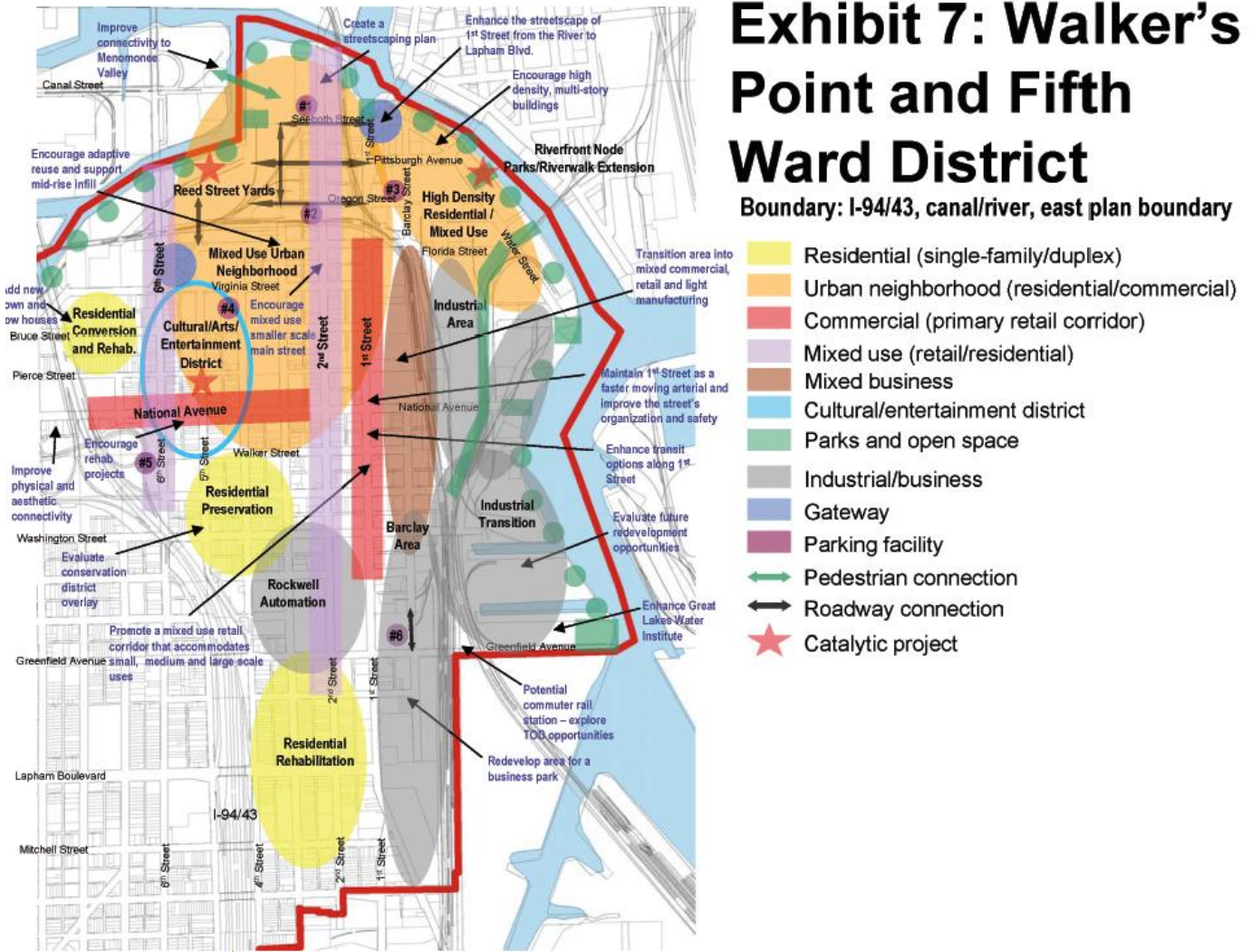
The Comp Plan can be found at:

<http://city.milwaukee.gov/AreaPlans/NearSouth.htm>

Recommendations relevant to Walker's Point can be found in all of Ch. 3 (pages 57-67), the Walker's Point section of Ch. 4 (pages 87-94) and three catalytic projects in Ch. 5. The catalytic projects are #3 - Cultural, Arts and Entertainment District (Pages 100-102), #4 Riverfront Node Parks and Riverwalk Extension (pages 102 - 104) and #8 - Reed St. Yards Redevelopment (pages 109 - 110). Project planning for Reed St. Yards is complete and included in this plan by reference.

The best summary of the Area Plan's recommendations for Walker's Point is probably Exhibit 7 found on page 88 of the Area Plan. That exhibit is reproduced in Fig. __.

Fig. __ The Area Plan's recommendations for Walker's Point



Here are a few highlights from the Area Plan.

"The [Walker's Point] district is envisioned as a dynamic, active, mixed use district that integrates its historic past with modern innovation. The district will provide an array of housing options, diverse businesses and a concentration of cultural and entertainment destinations that draw people from the region."

"Promote 1st St. as a new retail corridor that contains a mixture of small, mid and large size retailers."

"The vision for 2nd Street is a main street setting for shops, boutique businesses, restaurants, creative class businesses such as architecture studios, graphics firms, artist live/work studios, and art galleries."

"National Avenue is envisioned as a prominent highly active retail corridor that is integrated into the emerging cultural/entertainment sub area that extends along 5th Street."

For the Mixed Use neighborhood in the northwest part of Walker's Point, "Continue the adaptive reuse of former industrial / warehousing buildings into mixed-use structures that support commercial and residential uses."

"Preserve the residential character of the [residential areas] and discourage non-residential uses...Continued rehabilitation efforts to improve this area are encouraged."

For the High Density Residential / mixed use area in the northeast part of Walker's Point, "Encourage high density multi-story buildings that take advantage of views to the water and the urban environment...Require all developments to maintain public access to rivers."

The Industrial area, "should be preserved."

The Industrial Transition areas: "Explore redevelopment alternatives as older industries move from the area."

Barclay area north of E. Washington / E. Scott Sts., "Transition into a non-residential mixed use business area. South of E. Washington / E. Scott Sts. preserve and create large parcels for a new business park."

Rockwell Automation: "Retain headquarters, seek complementary businesses."

Open Space: "Provide public access along rivers and create a green corridor replacing the rail line adjacent to Water St."

Parking: "Providing parking is very important to this district given the potential densities and commercial activity that is planned for this area...At least six new public parking structures may be needed."

And finally, "Encourage the [Walker's Point] Association to form a business improvement district."

GRAPHIC: Exhibit 7.

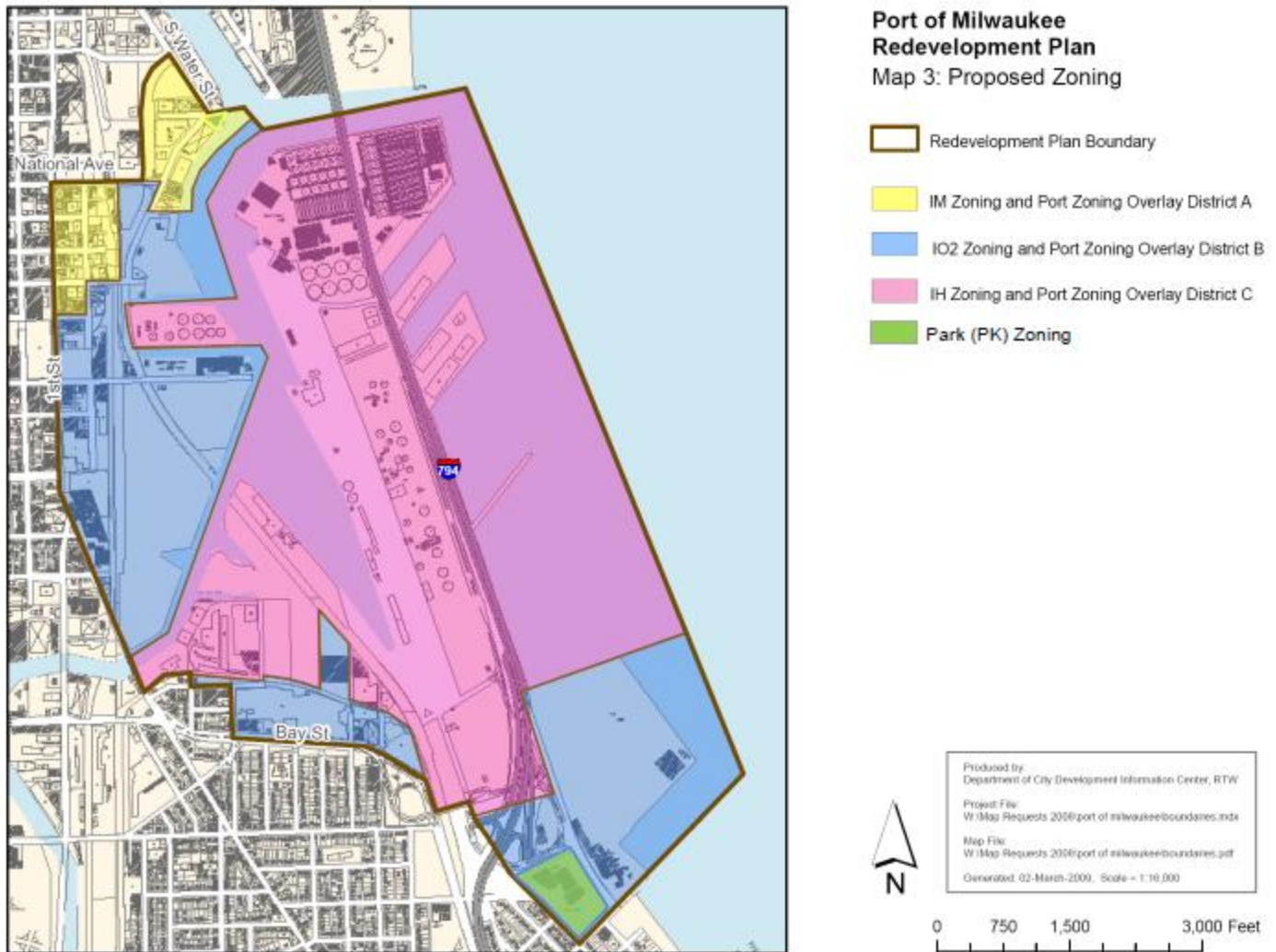
Port Redevelopment Plan

The Port Redevelopment Plan covers much more than the port; it covers most of the Harbor District and overlaps with this Plan generally east of 1st St. and south of National Ave. See Fi. __ for exact boundaries. It can be found at:

<http://city.milwaukee.gov/PlansandStudies/PortofMilwaukee.htm>

The redevelopment plan was prepared pursuant to Section 66.1333 (6) (b), Wisconsin Statutes and is regulatory in nature. A Development Incentive Zone associated with District "B" along S. 1st St., indicated in blue in fig. __ altered the zoning of this area.

Fig __. Port Redevelopment Plan



The Harbor District will be the subject of an upcoming planning effort.

2.8 Zoning

Understanding existing zoning is important because the City Zoning Ordinance (CZO) is the law until it's changed. The Plan can recommend land uses and design standards other than what it is in zoning, but implementing the Plan requires changing zoning. specific zoning changes require their own analytical, public involvement, review, and approval process. Where this Plan does not make a recommendation, the Area Plan and existing zoning is the de facto recommendation. An important goal of this Plan is to review zoning in light of the Area Plan and local conditions and to recommend changes if warranted.

Fig. __ shows existing zoning, including the Development Incentive Zone associated with District "B" along 1st St. The dotted and labeled new developments are Planned Developments where the zoning was customized for a specific development proposal.

Industrial-Mixed

The large medium grey areas are zoned Industrial-Mixed, possibly Milwaukee's most flexible zoning. Much of the new redevelopment in Walker's Point is happening in Industrial-Mixed zones. Many residential, commercial and light manufacturing land uses are permitted in this zone. Heavy manufacturing is a special use and intense manufacturing is not permitted. Parking structures, either as a principal or accessory use, are a "limited" use subject to "limited use standards."

The zoning code also has some "design standards" for each zoning classification. Some of the standards for Industrial-Mixed are described here.

Parking structures in Industrial-Mixed zones must meet the following limited use standard: "At least 50% of the street frontage of the street-level area shall be devoted to any other use or uses listed as permitted in the district or approved by the board [of zoning appeals]."

When a surface parking lot is a principal use, "The width of the paved parking area shall not exceed 45 feet as measured from side lot line to side lot line," and "the parking lot shall no be located on a corner lot."

When a surface lot is an Accessory Use, "The parking lot shall not be located between the street facade of a principal building and a street lot line."

In industrial districts, different design standards apply to new non-industrial and residential buildings as opposed to industrial buildings.

Industrial buildings need to be between 30 and 85 feet in height.

Non-Industrial buildings that are not conversions from industrial buildings must meet the design standards of "Local Business 3" districts. These buildings need to be between 30 and 75 feet in height. In addition:

Front setbacks need to be about average for buildings in the immediate vicinity. Ch. 295-505-2 of the CZO explains how to calculate setbacks.

"Front setback standards are intended to ensure that the front façade or elements of new construction or additions maintain relationships to the front lot line that are similar to the corresponding relationships for buildings of similar use in the immediate vicinity. At least 30% of the front façade of a principal building, measured in terms of lineal feet of building frontage, shall meet the standards of this paragraph. The remaining 70% or less of the front façade may be set back farther from the street than the required setback, but not closer to it."

Side setbacks are a maximum of 5 feet. The minimum glazed area on the primary street frontage is 60%; for the secondary frontage, 15%. Build-Out Requirement: the front façade of a building shall be built-out (to at least the minimum height) to at least 75% on the primary street frontage and 50% on the secondary street frontage.

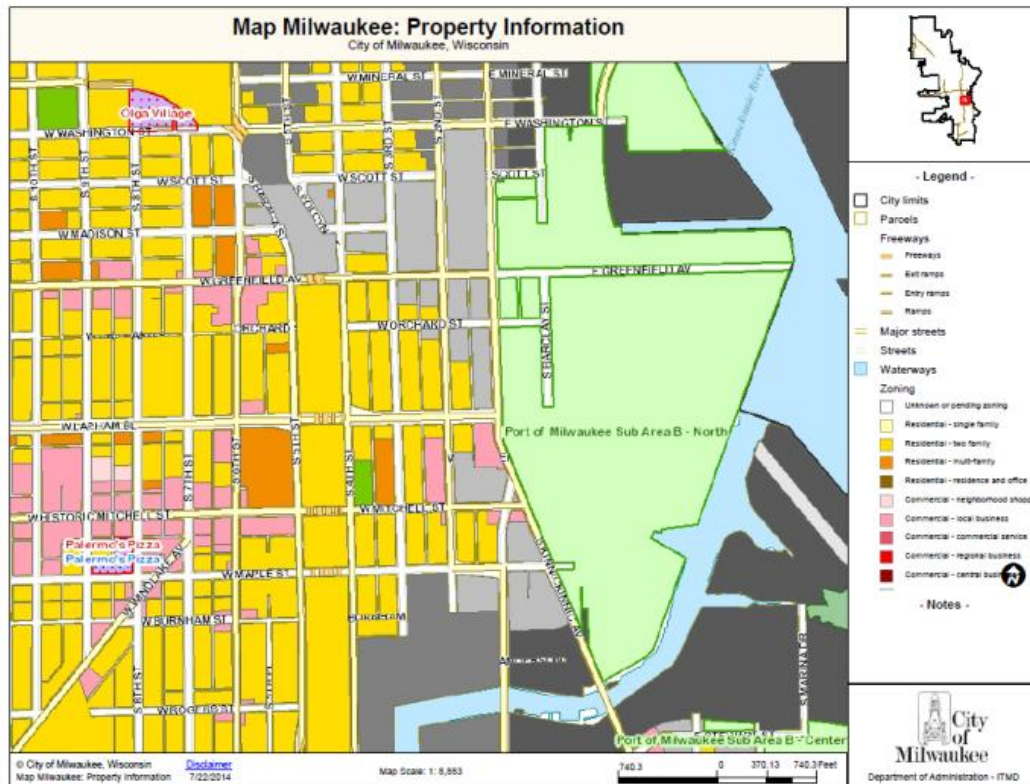
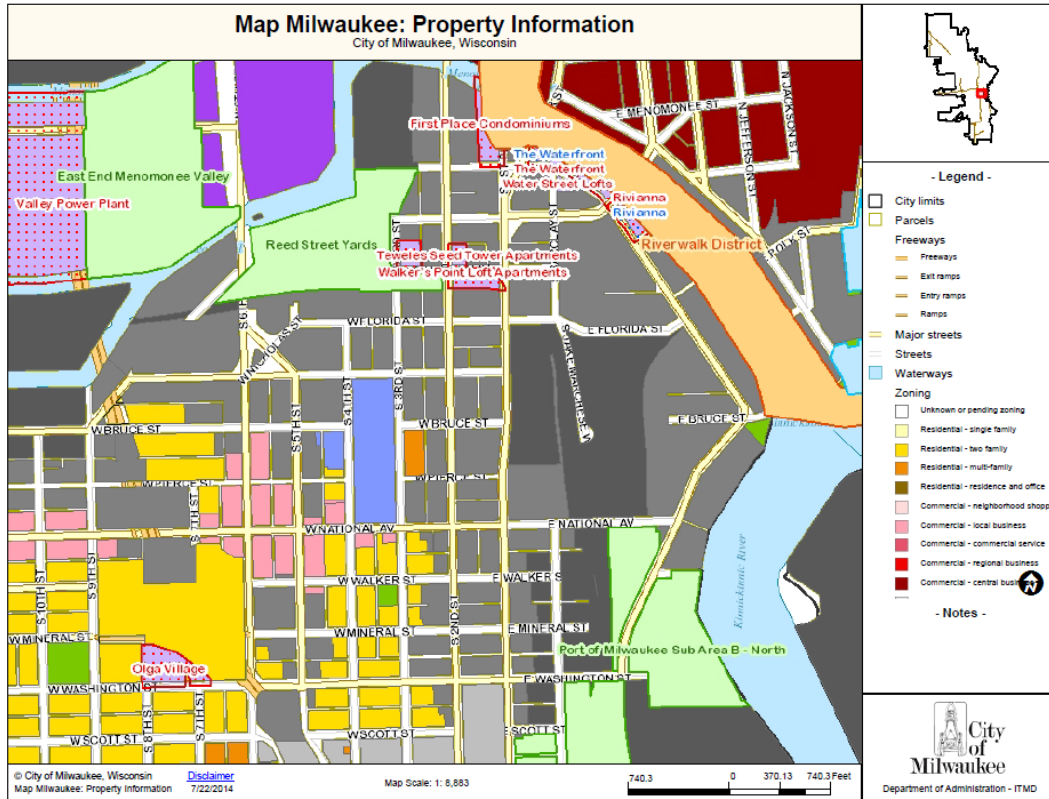
Existing commercially and residentially zones areas largely reflect current land uses. The commercial areas are all Local Business 2. This zone permits a wide variety of business and residential uses. Light manufacturing is limited to a gross floor area of less than 3600 s.f. (about the size of a small residential lot.) Heavy and intense manufacturing are not permitted.

For parking in LB2 as a principal use, the width of the paved parking area shall not exceed 60 feet as measured from side lot line to side lot line. It shall not be immediately adjacent to another premises containing a parking lot as a principal use. It shall not be located on a corner lot.

As an accessory use in LB2, parking lots shall not be located between the street facade of a principal building and a street lot line (except for motor vehicle uses). Parking structures must have as at least 50% of the street frontage of the street-level area occupied by one of more other uses.

Design standards follow the same logic as Industrial-Mixed for non-industrial and residential buildings (which were the same as Local Business 3), but are somewhat less intense. Minimum height is 18 (instead of 30 feet for IM). Maximum height is 60 feet (instead of 75 feet for IM). The minimum build out along a primary street frontage is 30% instead of 75% and non-existent for the secondary street frontage.

Fig. __ Existing zoning



2.9 Public Involvement Process

Four rounds of public involvement were conducted during the planning process. The City of Milwaukee has a strong tradition of planning with the community, not just for the community, and public involvement and a very open process has become the hallmark of city plans.

Round 1

Working with the Walker's Point Association and input from other groups, six Plan Advisory Groups were formed, breaking the study area into 6 smaller sub-areas. These are shown on Figure __. Area 1 focused on the northern end of 1st and 2nd Sts. Area 2 focused on the southern end of 1st and 2nd Sts. Area 3 focused on 5th and 6th Sts. Areas 4 and 5 focused on the eastern industrial areas. Area 6 focused on older residential areas outside of the area north of Florida St. being developed with multi-family and mixed-used buildings.

Fig. __

Area	Date	Participants
1	Tue., July 30, 2014	10
2	Thu., Aug 8, 2014	10
3	Thu., Sep 26, 2014	10
4 and 5	Thu., Sep 12, 2014	3
6	Wed., Oct 16, 2014	11

Each meeting began by explaining the process, reviewing current conditions such as land use, urban design, and parking, and reviewing existing plans. A large scale map was provided indicating properties that: 1. were susceptible to change; 2. had seen substantial recent investment; 3. bars and restaurants; and 4. Parking. A series of questions were asked of small groups responding with a note taker writing and drawing on a large scale map and tracing paper. Questions regarded urban design, places, land use, parking, street edge and streetscaping, parks and open space, and any other topic participants cared to discuss.

Over 20 pages of notes were taken at these meetings and this material was analyzed to develop the presentation material for the second round public meeting.

Round 2

A public meeting was held at the Global Water Center on Dec 10, 2014 to allow people to comment on the initial strategies synthesized based on the Round 1 meetings. A detailed PowerPoint was presented and attendees were encouraged to discuss and respond by means of a survey. Much of the material was duplicated on wall charts. The sign-in sheet shows that 58 people attended. These are the survey results:

Fig. __ Round 2 survey results

1. Bars and restaurants. Walker's Point has become a destination for bars and restaurants. *Would you like to see more? Where? What kind?* (See parking below.)

58% **A. more.**

16% B. less.

16% C. where? (specify)

2. Neighborhood commercial. Where and what type of neighborhood retail and services are needed?

79% **A. full service grocery store**

63% **B. deli / specialty**

42% C. lunch spots

58% **D. drug store**

42% E. hardware

21% F. day care,

21% G. branch banking

11% H. other (specify)

21% I. laundry,

05% J. where? (specify)

3. Historic districts. Walker's Point has three national historic districts. A local historic district along 2nd St. is under discussion. Historic districts promote high quality restorations. *Do you favor a new local historic district?*

79% **A. yes.**

05% B. no.

00% C. where? (specify)

4. Manufacturing. Walker's Point has lost some manufacturers such as Grede Foundaries, Kramer Manufacturing, Wayne Pigment Corp., Federal Manufacturing, etc. *Should manufacturing remain an important land use in Walker's Point?*

58% **A. yes.**

32% B. no.

11% C. where? (specify)

16% D. what should be done to retain and attract manufacturers?

5. Transportation.

Where do you see a need for streets to become more bike and ped. friendly? (For off-street bike paths, see Green Space.)

- ☐ 16% A. Seeboth St.
- ☐ 47% B. Florida St.
- ☐ 32% C. other locations? (specify)
- ☐ 11% D. none

In 2010, S. 2nd St. was reconstructed as a "Complete Street" with emphasis on streetscaping, bikes and pedestrians, and slowing cars and trucks.

Where would you like to see more of that kind of thing?

- ☒ 58% E. Florida St.
- ☒ 63% F. 5th St.
- ☐ 05% G. nowhere

6. Residential. *Would you like to see more multi-family housing? (We've heard that areas of single-family homes should be preserved.)*

- ☒ 74% A. yes
- ☐ 11% B. no
- ☐ 00% C. where? (specify)

What types?

- ☐ 42% D. condominiums
- ☐ 42% E. market rate apartments
- ☐ 16% F. high end
- ☒ 63% G. affordable
- ☐ 37% H. micro apartments (300 square feet or less)

7. Green spaces and bike/pedestrian ways.

Do you see a need and an opportunity for green space or bike / ped. ways? What kind?

- ☒ 58% A. dog park
- ☒ 63% B. small plaza or pocket park with seating
- ☐ 42% C. children's play area
- ☒ 68% D. streets with improved streetscaping
- ☐ 42% E. community gardens
- ☒ 74% F. bike/ped ways, running path
- ☐ 00% G. we have enough
- ☐ 11% H. where? (specify)

8. Parking. Walker's Point Association and the City of Milwaukee are starting a parking study. See "Land use trends" map.

☐ 16% A. Where is parking a problem?
Which form of parking do you favor?

- ☒ 53% B. structure/garage
- ☒ 53% C. surface lot
- ☒ 58% D. street

Which parking arrangements do you favor?

- ☒ 68% E. public (anyone can park for a fee on a one-time basis)
- ☐ 42% F. shared (reserved based on time of day)
- ☐ 21% G. private (reserved exclusively for one business or residence)

_00%___ *H. interim (possibly not paved)*

_00%___ *I. potential locations? (specify)*

Creative Corridor / Corredor Creativo. A multi-cultural commercial and arts district along 5th, 6th, and National was a recommendation of the Near South Side area Plan.

Do you favor:

_63%___ A. diverting trucks off of 5th St.

_26%___ *B. trying to shift angle parking to the center of the street.*

_63%___ C. streetscaping program including banners

_53%___ D. a related arts program

_42%___ *E. improving Paliafito Park as an arts and gardening center?*

Summary of quantitative responses

Figure __ shows the original questionnaire with responses shown as percentages. Of the 58 people who signed in at the meeting, 19 filled out the questionnaire.

In interpreting the results, it must be kept in mind that people were asked what they liked or wanted, not what they didn't like. Some of the questions were where and how and those responses are included in the qualitative results. In a few cases, someone wrote a comment clearly indicating a response, but did not check a response. Those responses were counted.

The form is color coded. Percentage responses in the 70's are red. Sixties are in orange. Fifties are in blue. Responses below 50% are still meaningful, but remain black. A response below 50% doesn't mean people were opposed. They may have been neutral, wished to express a lower priority compared to another response, or opposed. The form didn't provide an opposed option to check.

The most popular responses (those in the 70's) strongly favored a new full-service grocery store, a new local historic district, more multi-family housing, and more bike/ped/running paths.

Other very popular responses (those in the 60's) favored a new deli / specialty food store, a "complete street" on 5th St., affordable housing, small plaza or pocket park with seating, streets with improved streetscaping, public parking, diverting trucks off of 5th St, and a streetscaping program for 5th St. including banners. It's notable that affordable housing was the only housing type to score above 50%.

Respondents expressed a preference (scores over 50%) for more bars and restaurants, a new drug store, maintaining manufacturing as important land use, creating a "complete street" on Florida St., a new dog park, all forms of parking (structure/garages, surface parking lots and streets), and an arts program related to 5th St.

Some other responses were interesting as well. New lunch spots and hardware received a check as being needed in the district by 42% of respondents. Forty-seven percent wanted Florida St. to become more bike and ped friendly. Forty-two percent of respondents wanted to see more condos and market rate apartments. Again, this response might not reflect opposition as much as a preference for affordable housing which received the 63% score. "Affordable" was not defined. Under green space, 42% saw a need and opportunity for children's play area and community gardens. Although not a majority, this was a desire heard at the first round of workshops.

Shared parking outscored private parking 42% to 21%. Nobody checked a desire for "interim" parking which was a concept discussed at the meeting.

As part of the Creative Corridor / Corredor Creativo concept, 42% of respondents favored improving Paliafito Park. Only 26% favored trying to shift angle parking to the center of the street. This last concept was mentioned at the meeting, but not fleshed out at the meeting.

Summary of qualitative responses

Summarizing qualitative responses is often a challenge precisely because it gives respondents to a chance to express unique feedback and personal interests. But the questionnaire specifically asked for locations as part of the plan's efforts to drill down to specific actions. These responses need to be considered in the context of the quantitative responses.

Good locations identified for more bars and restaurants were: along National Ave. between 2nd and 8th streets., on 2nd St. north of Florida, 5th St., in-fill locations on 1st and 2nd. Types of restaurants favored included: farm to table, diverse, and more inventive restaurants on 2nd St. One person favored more restaurants rather than bars, a couple of people thought the district had enough.

Locations for neighborhood commercial included: a grocery store under an office building, a deli/specialty food store on 5th St., retail/apparel/accessories along 1st and 2nd streets emphasizing national chains on 1st St. and local businesses on 2nd St.

Create a historic district on 2nd St through 6th St. Protect individual historic residential buildings. Use the designation selectively for well-established "Main" streets.

A couple of people repeated their preference for retaining manufacturing, although one person felt smaller manufacturers were better for the district. Locations included: the new Reed St. Yards business park, south of National Ave, in a manufacturing district, and along Pierce St. and S. 2nd St. One person responded that new residential and services should not infringe on manufacturing areas. Strategies included: offering tax breaks, creating a special manufacturing district, encouraging light, advanced manufacturing w/ tax credits, and promoting industry through the construction and development of housing and schools to assist with differing shifts of employees. Collaborative to promote funding.

Encourage multimodal transportation. Discourage use of cars. Emphasize bike and ped transportation and create bikeways in the Harbor District and on 5th St.

Pursue complete streets on 1st and National, everywhere, and 1st, 2nd, 3rd and 4th Streets.

More multi-family residential development was envisioned on: 5th St. south of National Ave., along 1st St and in vacant lots, and away from historic districts. Comments favored mixed types of residential and mixed incomes, and single family and row houses.

Green space comments sought: a dog park between Pierce and Bruce / 7th and 8th Streets, converting a rail to a "High Line" (Manhattan) type of park, green infrastructure to support industry, roof top gardens with contact hanging gardens, converting parking to green spaces and access along the water.

Parking is a problem: near Global Water Center, near some businesses, near restaurants (2), near bars, and everywhere (3). Suggested parking strategies included: parking on freeway land. Comments opposed alternating (side of street?) parking, and interim parking. Parking on 2nd St. south of National Ave. is not being used.

Improving Paliapito Park in the Creative Corridor / Corredor Creativo sounds like a good idea, and don't ever develop it. Creative activities and green space bring life to a neighborhood. Only shift angle parking to the center of the street if it continues for more than two blocks.

Spoken comments from the Walker's Point meeting #2 on Dec 10, 2013

These comments were made during the large group discussion portion of the meeting after a PowerPoint presentation and recorded on an audio recording device.

Comment: Develop list of services that people want and that would bring people into the neighborhood.

Comment: Keep manufacturing, but concerned about noise. Designate places for it and buffer it with green space.

Comment: Reed St. Yards will need some residential. Include transient high end housing. Responses: a million sf. is for sale right now in Walker's Point. Mix residential in with offices, etc. The Tannery on west side of 6th St. Viaduct. There are 280 affordable housing units now. The block north of the Global Water Center is a candidate for residential.

Comment: The Florida St. complete street concept is dynamite. There is an opportunity to go west to Pierce St. with a bike route all the way to Three Bridges Park. It connects you to places west of Walker's Point. Responses: Trucking is heavy on Pierce St. to the west. Better to connect to the Hank Aaron Trail via Pittsburgh St. In Madison, Mifflin St. is a bike boulevard.

Comment: The railroad tracks separate east from west. Berlin puts businesses and public spaces underneath.

Comment: The Interstate cuts the area off from the neighborhood to the west. If you took some ramps out, you could get 5-6 acres of land to develop and lessen the barrier. Washington St. is the main route across. Response: We need to help people find these connecting streets.

Comment: Occasional odor from Milorganite plant. Response: general agreement. Discussion about putting a cap on the plant.

Comment: Dovetail with the UWM Inner Harbor studies and the city's ReFresh Sustainability Plan. Create more public spaces. In 2015 the coal pile will be gone.

Comment: I don't know that gravel interim parking lots are a solution. City zoning makes even paved surface parking difficult. Make it easier to do regular lots. They're needed to get to the next step. Response: That will be part of the parking study.

Comment: Limit parking. People will find alternatives. One structure is OK, but make the alternatives easier.

Comment: The area is well served by public transit. Could the streetcar be extended?
Response: Two express routes or trunk lines, the Green line and the Blue line, serve the area and connect to much of city. The street car could be extended after Phase 1 is complete.

Comment: Concerned about the security image of the district. Lighting and streetscaping are factors. Repsonse: It's one of the safest neighborhoods. Valet parking helps. Cameras on National Ave. Would neighborhood ambassadors help? City people are more comfortable than suburbanites. Response: Zip code 53204's crime rate has decreased 5% in a year and violent crime has decreased 15%.

Comment: Capture stormwater. Provide incentives for cisterns. The area is hotter because of the urban heat island effect. More trees.

Comment: See Scott St. between 27th and 35th St. The sidewalks were narrowed to get more green space.

Comment: Don't tear down the building on the southeast corner of 6th and National.

Fig. __ Round 2 meeting participants wait for the presentation



Round 3

After getting feedback on an initial set of concepts, it was time to drill down to areas of special interest.

- 5th/6th and National Aves. A property-specific drill down meetings focused on the nexus of these streets was held with non-profits, property owners, developers, and local residents on Jan 30, 2014 at Arts at Large, a local educational non-profit. Fig. __ Walkers Point Land Use Overview was prepared to inform strategizing. The meeting results informed section 5.1 5th/6th and National -- Creative Corridor - Corredor Creativo in Ch. 5. Seven people attended including landowners, two developers, and the alderman.
- E. Florida St. A full charrette with three tables and tracing paper over an oblique aerial photograph was held on Monday, Apr 7, 2014. The project manager led off with a brief PowerPoint and a series of questions that was developed in advance with the Wisconsin Cold Storage Creative Placemaking Team. This meeting emphasized creative thinking on the part of developers, educators, the alderman, and artists.



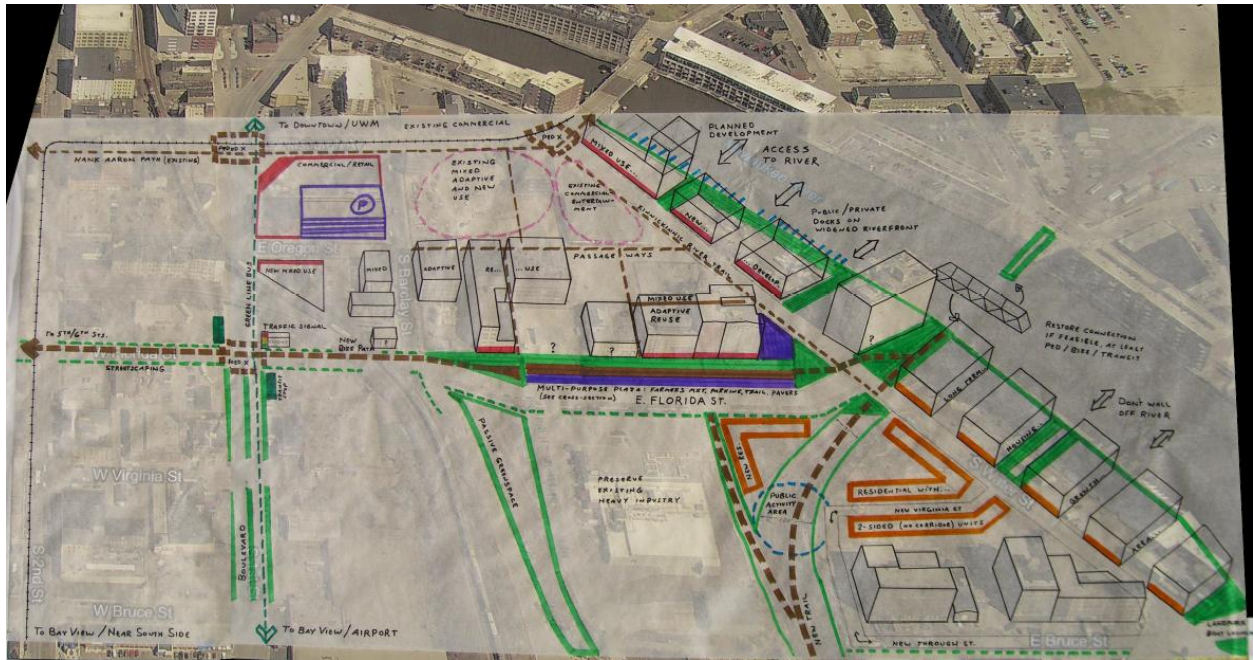
The three tables' output included three drawings and 8 pages of notes, all of which was synthesized into one drawing utilizing the best ideas.

Graphic: Base aerial photo and synthesized drawing.

Fig. __ Base aerial photo



Fig. __ Synthesized charrette findings



The drawing in the previous figure was then used as the basis of a larger public meeting on July 14, 2014 attended by 23 property owners, developers, and city staff.

See section 5.2 E. Florida and S. Water St. in Ch. 5 for the resultant urban design and recommendations.

XYZ -- Add remaining PAG meetings here.

Round 4

The final public meeting was held on _____. It was attended by ____ people. Some of the primary comments were ... XYZ